



PROFILE

CLIENT TYPE

- medical device/imaging
- medical diagnostics
- medical IT/eHealth
- multi-national
- start-up

PROJECT CATEGORY

MARKET RESEARCH

- custom market analysis
- competitive intelligence
- partnering analysis

MARKET PLANNING

- opportunity analysis
- marketing mix analysis
- pricing optimization
- customer satisfaction

BUSINESS PLANNING

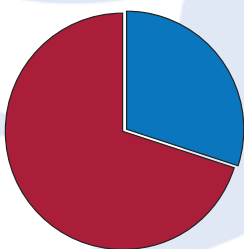
- concept testing
- business models
- business plans

MARKET

- USA/Canada
- Europe
- Asia

METHODOLOGY MIX

- Qualitative Research
- Strategic Consulting
- Quantitative



Licensing Strategy for a Data Management Solution

BACKGROUND

A small French IT company has developed a web-based solution for the management of medical records and clinical data collection. Their first product targeted the data management of clinical trials. Key customers would include medical device companies and CRO's (Contract Research Organizations).

CHALLENGE

To prepare for a licensing discussion with large CRO's, the company needed to assess the value of its core technology and understand how to position its product offering, as well as its consulting services. What should the company "sell": know-how, technology, or services?

SOLUTION

Using the "Technology Assessment Black Box" model, The MarkeTech Group analyzed the merits of this company's core technology and all potential applications that could either be included or excluded from the licensing deal. A brainstorming session was first conducted with the company's board. Then, expert interviews were conducted to assess the opportunity for various applications and markets.

IMPACT

The MarkeTech Group helped frame the value of the technology, while highlighting the key elements needed in order to develop a winning licensing strategy. The company was able to successfully negotiate several lucrative licensing agreements.



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